

Application No. 09/538,750  
Attorney Docket No.: 00-017

PATENT

A M E N D M E N T S  
(Clean Form)

Please AMEND Claims 1, 11, 56 to 59, 61, 64, 65, and 68 to 70 as follows

A1 1. (AMENDED) A method of facilitating a transaction, comprising:  
associating a transferable item price with a first consumer; and  
determining that a second consumer specified by the first consumer is entitled to purchase  
an item in exchange for payment of an amount based on the transferable item price.

A2 11. (AMENDED) The method of claim 1, wherein the item is available for sale at a retail  
price and the transferable item price is different than the retail price.

A3 56. (AMENDED) A method of selling an item, comprising:  
receiving from a first consumer a binding offer to purchase an item in exchange for  
payment of an offer price, the offer price being defined by the first consumer;  
arranging for the first consumer to purchase the item in exchange for providing payment  
of an amount based on the offer price;  
determining a transferable item price associated with the first consumer based on the offer  
price;  
associating the transferable item price with the first consumer;  
determining that a second consumer specified by the first consumer is entitled to purchase  
the item in exchange for payment of an amount based on the transferable item price; and  
arranging for the second consumer to purchase the item via a communication network.

57. (AMENDED) A method of transferring an item price by a first consumer to a second  
consumer, comprising:  
arranging with a merchant to be associated with a transferable item price; and  
providing an indication enabling a specified second consumer to purchase an item in  
exchange for payment of an amount based on the transferable item price.

58. (AMENDED) A method of purchasing an item, comprising:  
exchanging an indication associated with a transferable item price; and

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purchasing the item in exchange for payment of an amount based on the transferable item price,

wherein exchanging an indication includes being specified by another consumer.

a3 59. (AMENDED) A method of facilitating a transaction, comprising:  
associating a transferable transaction term with a first consumer; and  
determining that a second consumer specified by the first consumer is entitled to purchase an item in accordance with the transferable transaction term.

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a4 61. (AMENDED) A method of facilitating a transaction, comprising:  
associating a transferable payment amount with a first consumer; and  
determining that a second consumer specified by the first consumer is entitled to receive the transferable payment amount in exchange for at least one of: (i) selling an item, (ii) receiving information, (iii) providing information, and (iv) performing a task.

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2. 64. (AMENDED) A method of facilitating a transaction, comprising:  
associating a transferable item price with a first consumer; and  
determining that the first consumer is entitled to transfer a benefit to a second consumer specified by the first consumer, wherein the benefit is based on the transferable item price.

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a5 65. (AMENDED) An apparatus for facilitating a transaction, comprising:  
a processor; and  
a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:  
associate a transferable item price with a first consumer; and  
determine that a second consumer specified by the first consumer is entitled to purchase an item in exchange for payment of an amount based on the transferable item price.

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a6 68. (AMENDED) A medium storing instructions adapted to be executed by a processor to perform a method of facilitating a transaction, said method comprising:

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associating a transferable item price with a first consumer; and  
determining that a second consumer specified by the first consumer is entitled to purchase an item in exchange for payment of an amount based on the transferable item price.

69. (AMENDED) A computer-readable medium that stores data accessible by a program executable on a data processing system, the data being organized according to a data structure that includes:

96      an transferable item price code data object; and

a transferable item price data object representing a transferable item price and being accessible from the transferable item price code data object,

wherein the transferable item price code data object indicates that a second consumer specified by a first consumer is entitled to purchase an item in exchange for payment of an amount based on the transferable item price.

70. (AMENDED) A computer-readable medium that stores data accessible by a program executable on a data processing system, the data being organized according to a data structure that includes:

a second consumer identifier data object; and

a transferable item price data object representing a transferable item price and being accessible from the second consumer identifier data object,

wherein the second consumer identifier data object indicates that a second consumer specified by a first consumer is entitled to purchase an item in exchange for payment of an amount based on the transferable item price.